## ABSTRACT OF THE INVENTION

**[0050]** On-line survey method. According to a preferred embodiment, a communication link is established to a target individual, typically through a personal computer via e-mail or a website, and information is obtained from the individual indicative of the individual's identity, as well as whether or not the individual fits a particular profile. To the extent the individual meets a requisite profile, the individual is provided with a contract wherein such individual, upon completing a survey or questionnaire, is in turn provided with an incentive. The individual is then given a limited amount of time to complete and return the survey via the communication link. The survey is then reviewed for completeness and, to the extent certain threshold criteria is met, the incentive is then provided to the individuals. The systems and methods of the present invention may be utilized for a variety of surveying applications, and are particularly useful in deriving comparative statistical data related to patient outcomes or patient satisfaction based upon shared assessments of a specific medical procedure, physician, or medical facility and fee cost associated therewith.